12/4/02

PMUSA-EHCSS-science.com
communication plan

Draft for discussion

*PMUSA-EHCSS-science.com communication plan*

**Objective:** To communicate the purpose and existence of the website, PMUSA-EHCSS-science.com to scientists, public health professionals and external and internal stakeholders who have an interest in the science of the electrically heated cigarette smoking system (EHCSS) by December 2002.

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*Stakeholders*

External
- Scientists and public health professionals
  - External reviewers (e.g., SAB)
  - Contractors (e.g., scientists and public health professionals at MDS)
  - Consultants
  - Regulators

Internal
- RD&E
  - Management
  - WSA staff and strategic partners
  - Ashland group
- Law Department (Keane, Desel, Osborne, Arnold-McCann )
- Corporate Affairs (Gross, Pfeil)
- Marketing (Garguilo)

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Source: https://www.industrydocuments.ucsf.edu/docs/zphk0001

## *Strategies*

- Communicate accurately, consistently and responsibly
- Share URL and site purpose with specific external stakeholders as well as scientific and public health community without marketing the product
- Encourage feedback and continue dialog with external and internal stakeholders



## *Messages*

- **External stakeholders**
  - Site existence and purpose
  - Site content (EHCSS and methods bibliography)
- **Internal stakeholders**
  - Site launch date of website
  - Purpose of website and contents
  - Request to disseminate URL (publications, presentations, personal interactions)



## *Implementation approach and tools*

- Sending email (letter, if no email address) to specific stakeholders e-mail
- Adding URL to future scientific publications or presentations where appropriate
- Dialog with stakeholders (e.g., at scientific meetings)
- Adding a pointer in philipmorrisusa.com website to direct scientists and public health professionals seeking additional information on the EHCSS
- Advertisement, e.g., *Science* and *Nature*
- Preparations for external and internal inquiries
- Questions and answer; spokesperson





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Source: https://www.industrydocuments.ucsf.edu/docs/zphk0001

## *Timeline*

| | |
|---|---|
| 12/6/02 | - Draft ~~email~~ e-mail<br>- Establish distribution list |
| 12/9/02 | - Launch website<br>- Send email or letters to internal and external stakeholders |
| 1/03 | - Advertisement (e.g., *Science* and *Nature)* |
| 05/03 | - Add pointer in philipmorrisusa.com |

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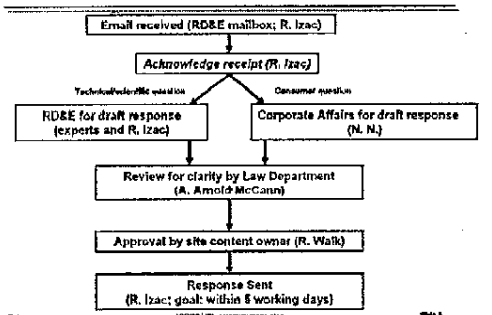
## *Email response flow diagram*

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End of comm. plan

## *Appendix:* Questions and answers examples

DRAFT

- **Why has Philip Morris USA launched this site?**
  The site was launched to allow scientists and public health professionals to find available references, including patent references, concerning the EHCSS in one convenient location and to encourage scientific dialog.
- **Why were patents included?**
  Since the EHCSS utilizes advanced materials, patents were included to allow scientists and public health professionals to evaluate the materials used in the fabrication of the EHCSS.
- **What is iron-aluminide and what is it used for?**
  Iron aluminide is an advanced alloy developed for use in the heater blades for the EHCSS. The alloy exhibits excellent oxidation, corrosion and sulfidation resistance and good strength at high temperatures.
- **Why isn't the site available to the general public?**
  The site contains science-based literature not unlike to interpretation by scientific and public health professionals. Further, the site is not intended for advertising.
- **Why are there links to other sites?**
  Links, provided where copyright and Internet usage allowed and whenever available, were added to make use of the power of the Internet.

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Source: https://www.industrydocuments.ucsf.edu/docs/zphk0001

## *Appendix:* Questions and answers examples (continued)

DRAFT

- Why did you provide examples for "scientists and public health professionals"?
  We would like to make it clear that this site is designed for:
- Where can I buy this product?
  The electrically heated cigarette smoking system is only available in selected retail outlets in the Richmond, Virginia area.
- Can I purchase this product directly?
  We do not sell our products directly to the consumer.

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## *Appendix:* Pointer in philipmorrisusa.com

DRAFT

"If you would like additional scientific information on the electrically heated cigarette smoking system, please visit: PMUSA-EHCSS-science.com."

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## *Appendix:* Advertisement

DRAFT

"Would you like additional scientific information on Philip Morris U.S.A.'s electrically heated cigarette smoking system?

Please visit:
PMUSA-EHCSS-science.com."

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Source: https://www.industrydocuments.ucsf.edu/docs/zphk0001

## *Appendix:* External email

DRAFT

"Dear ....

Philip Morris U.S.A. has launched a website (PMUSA-EHCSS-science.com) which is designed to communicate the science related to the electrically heated cigarette smoking system.

The site contains two bibliographies which list the scientific references related to the EHCSS and the methods used in the toxicological assessment of the EHCSS.

We hope you will visit the site and find it useful. As always, we invite you to contact us for further discussion."

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## *Appendix:* Internal WSA email

DRAFT

"Dear colleague,

The website, PMUSA-EHCSS-science.com, which is designed to communicate the science related to the electrically heated cigarette smoking system has been launched. We would like your help in making this site known to scientists and public health professionals. We suggest that you add a phrase, in appropriate publications or presentations. For example, "For further bibliographic information concerning the science of the EHCSS please visit PMUSA-EHCSS-science.com". Also, while attending meetings, please pass along the URL to anyone interested in our science.

Thank you for your assistance."

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## *Appendix: General* internal email

DRAFT

"Dear ....,

The website, PMUSA-EHCSS-science.com, was launched on December xx. The site is designed to communicate the science related to the electrically heated cigarette smoking system (EHCSS) and consists of two bibliographies. The first bibliography lists scientific references related to the EHCSS and the second, the methods used in the toxicological assessment of the EHCSS.

Should you have any questions, please contact Richard Izac at 804-274-3220."

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## *Appendix: Media message example*

DRAFT

The EHCSS bibliographic website is operated by Philip Morris Incorporated for the sole purpose of sharing scientific publications and presentations concerning EHCSS with scientists and public health professionals. The site is not operated for advertising or marketing purposes and is not intended for use by the general public or consumers.

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## *Appendix: General acknowledgement of email*

DRAFT

"Dear ....,
This is to acknowledge receipt of your email and to thank you for your interest in this site. We hope to respond within five working days to your question."

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